

**CONSUMERS ATTITUDE AND INTENTION TOWARDS ONLINE  
PURCHASING**

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# CONSUMERS ATTITUDE AND INTENTION TOWARDS ONLINE PURCHASING

A dissertation submitted to the Faculty of Business Management in partial  
fulfillment of the requirements for the degree  
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## **ABSTRACT**

Online shopping is one of buying methods, which has been accepted widely in the world. This method has started to win hearts of Malaysian consumers. Online shopping is online versions of physical retail stores where all transactions and their relevant activities take place in online cyber space. The general objective of the study is to examine the factors that influence consumer, especially Universiti Utara Malaysia (UUM) student's intention to online shopping. While, the specific objectives of this study is to identify whether trust, quality and loyalty to website influence the student intention online shopping. 100 percent of questionnaires were accepted when 84 of questionnaire was distributed randomly to the students. Findings indicate quality and loyalty to website are significantly and positively related to intention to online purchase, contributing 26.8 percent ( $R^2 = 0.268$ ) and 6.1 percent ( $R^2 = 0.061$ ) variance in purchase intention.

## ABSTRAK

Pembelian secara online adalah merupakan satu kaedah pembelian yang semakin diterima meluas di dunia. Kaedah pembelian ini mula semakin mengambil tempat di hati kalangan penduduk Malaysia. Pembelian secara online merupakan satu versi online jualan runcit di mana semua transaksi dan aktiviti yang berkaitan mengambil tempat di ruangan siber. Kajian ini secara umumnya adalah bertujuan untuk mengkaji faktor-faktor yang mempengaruhi pelanggan khususnya pelajar Universiti Utara Malaysia (UUM) dalam kecenderungan membuat pembelian secara online. Manakala, objektif khusus bagi kajian ini ialah adalah untuk mengenalpasti sama ada kepercayaan terhadap laman web, kualiti laman web dan kesetian terhadap laman web mempengaruhi pelajar dalam membuat pembelian menerusi internet. Pemulangan sebanyak 100 peratus borang soalselidik diperolehi setelah 84 soal selidik diedarkan secara rawak kepada pelajar. Hasil penemuan menunjukkan bahawa kualiti dan kesetian terhadap laman web adalah signifikan dan berkait secara positif kepada kecenderungan membuat pembelian secara online, dengan menyumbang sebanyak 26.8 peratus ( $R^2 = 0.268$ ) dan 6.1 peratus ( $R^2 = 0.061$ ) varians dalam kecenderungan pembelian online.

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## **ABBREVIATIONS**

WWW - World Wide Web

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Chapter Overview**

This chapter consists of five major areas namely i) context of the study research, ii) statement of the research problem iii) statement of the research problem iii) research questions iv) research objectives v) Justification for the research vi) research scope, assumption and limitations, vii) layout of the remaining chapters.

### **1.2 Context of the study**

The explosion of the Internet and World Wide Web (WWW) has influenced a variety of aspects of our daily lives. Today, the Internet becomes a key medium for the purchase of products and services in virtual markets and has effectively linked all countries and business. According to Coupey. (2001), Internet is simply a means of communication between consumers, marketers and millions of other organizations.

The increased globalization of the world economies has created many opportunities for marketers. Marketing through the internet is one such unconventional form of marketing that many companies have turned to. As stated in (Tan.1999) in Boisseau (1995), the Internet market is a huge and growing market with over \$300 billion worth of goods sold in 1995.

The contents of  
the thesis is for  
internal user  
only

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